

Arts Council Funding Logo Guidelines



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3 INTRODUCTION

It is very important that you share the good news about your funding. Let the public see the difference it makes by acknowledging your Arts Council funding and including the appropriate Arts Council Funding Logo on all associated promotional materials.

The Funding Logo tells people that public money is supporting your work. In order to maintain and build support for public funding of the arts, it is important that the public knows where their money is being invested.

Your work is the best advertisement that public funding is being put to good use. It is a condition of your grant that you acknowledge the source of your funding.

Please seek to go beyond simple compliance with these guidelines and work actively with us in advocating for the arts. For example, if you or your organisation has been nominated for an award, prize or other prestigious honour, let us know at info@artscouncil.ie as early as possible, so that we can prepare to spread the good news.

Or, please send to info@artscouncil.ie a short statement about what your Arts Council funding means to you, or the impact it has had on the public, so that we can in turn show that what we are doing is of real benefit to our society.

4 **THE LOGOS**
About

The Arts Council Logo (Fig. A)
This mark is used corporately by the Arts Council.



Fig. A

The keyline Funding Logo (Fig. B).
This is the *primary* funding logo and should be the first choice when acknowledging the funding of the Arts Council.

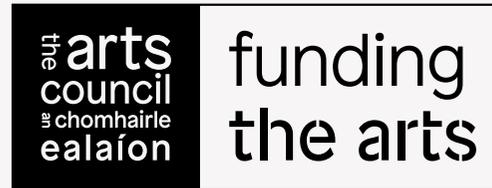


Fig. B

The solid Funding Logo (Fig. C).
This *alternate* mark should be used when the keyline version of the logo causes legibility concerns when placed on problematic backgrounds.



Fig. C

5 **THE LOGOS**
Logo Choice

How you acknowledge Arts Council Funding will depend on the art form and the type of funding received.

For example, if you are a theatre company then you will use the logo shown in Fig. A.

If you are a venue funded for multiple artforms then you will use the generic funding mark as shown in Fig. B.

The logos exist in English and Irish. If the target audience is primarily Irish speaking, it is advised to use the Irish version.

If the target audience is primarily English speaking, it is advised to use the English version.



Fig. A

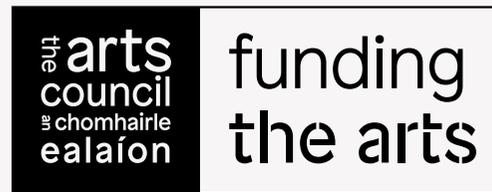


Fig. B

6 THE LOGOS
Logo Choice

The **keyline Funding Logo** is the *primary* funding logo and should be the first choice when acknowledging the funding of the Arts Council. (Fig. A)

The **solid Funding Logo** is the *alternate* mark and should be used when the keyline version of the logo causes legibility concerns when placed on problematic backgrounds. (Fig. B)

Samples of all the funding logos are shown on the following pages and can be downloaded by clicking the links on those pages. These logos are transparent and allow for the background colour or image to come through.

The full suite of logos can also be downloaded on [Page 20](#).



Fig. A



Fig. B

7 THE LOGOS
Keyline (English)



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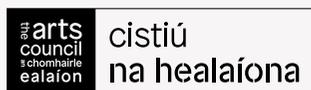


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8 THE LOGOS
Keyline (Irish)



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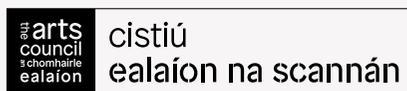
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9 **THE LOGOS**
Solid (English)



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10 THE LOGOS
Solid (Irish)



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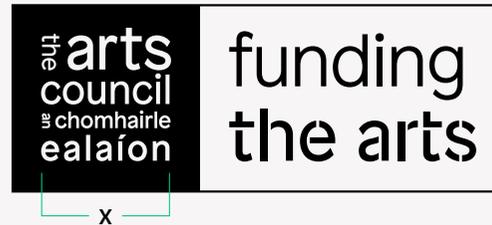


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11 LOGO USAGE
Clearspace

To protect the clarity and visual integrity of the logotype, it requires adequate space on all sides. This clearspace is equal in size to the width of the text content of the corporate mark element as shown.

Please ensure that no elements sit within this clearspace.



12 **LOGO USAGE**
Minimum Sizes

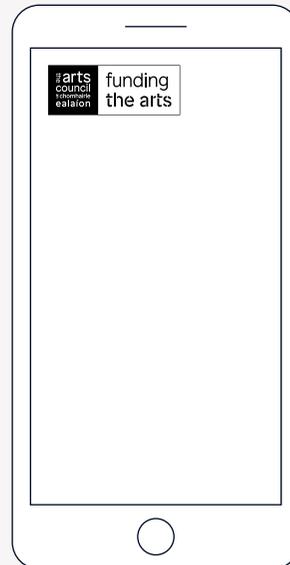
For legibility reasons, the logo should not be printed or displayed on screen below the recommended height.

Print 15mm

Screen 60px

The following is a guide to proportional sizing according to various print formats:

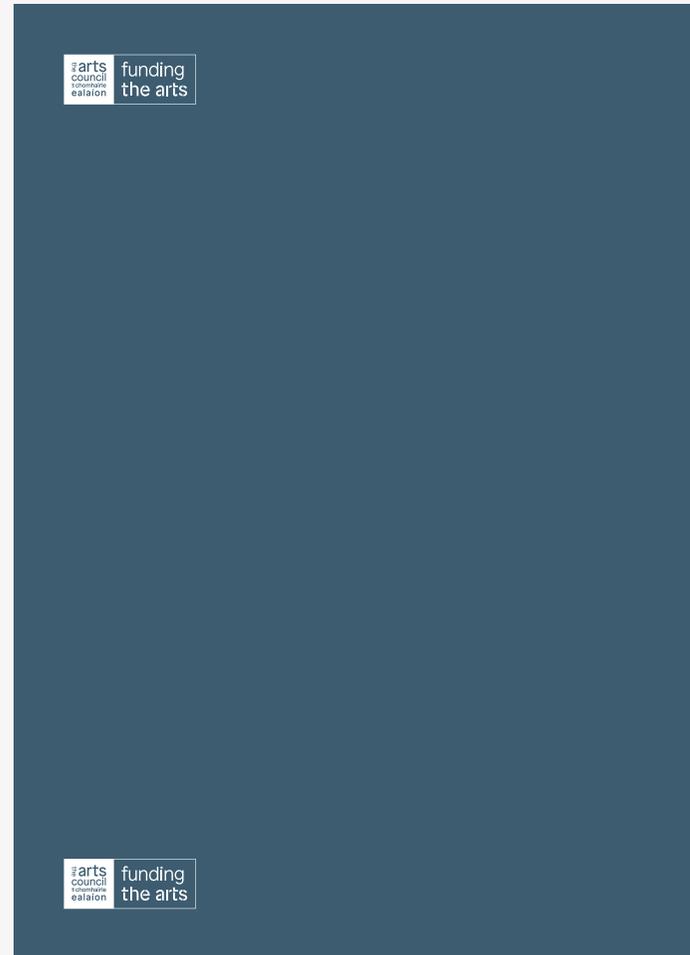
- DL** 15mm
- A5** 15mm
- A4** 21mm
- A3** 30mm
- A2** 42mm
- A1** 60mm
- A0** 80mm



13 **LOGO USAGE**
Positioning
(Print)

The Arts Council Funding Logo should be positioned in the top left or bottom left corners of a printed design layout.

The logo should be positioned at least the distance of the clearspace from the edge of the page.



Recommended logo positions for print.

14 **LOGO USAGE**
Positioning
(Video)

The Arts Council Funding Logo should be positioned in the top left or bottom left corners or the middle centre or middle bottom of a video layout.

At the end of a video piece, the appropriate funding logo should appear first in Irish and end on the English version. These logos can also animate.

The logo should be positioned at least the distance of the clearspace from the edge of the frame.



Recommended logo positions for video.

15 **LOGO USAGE**
Co-Branding

If more than one logo needs to be displayed in a line-up, please ensure they are optically aligned and reflective of the investment hierarchy.

For example, where the Arts Council is the primary funder, the logo must be the most prominent and should appear first in a logo line-up and adhere to the clearspace guidelines.

Note that the only exceptions to this requirement is in cases where the event or programme is for overseas consumption, in which case the Culture Ireland logo may appear first, immediately followed by the Funding Logo.



16 LOGO USAGE
Incorrect Usage

It is important that the logo is used correctly and consistently across all applications. The logo should not be altered in any way that will weaken its legibility or render it unrecognisable and should only ever be reproduced from the master artwork supplied.

Examples of bad practice

1. Do not alter the logo or its characters in any way. (Fig A)
2. Do not outline the main Arts Council logo. (Fig B)
3. Do not stretch or distort the logo. (Fig C)
4. Do not reconstruct or improvise the logo. (Fig D)

Fig A



Fig B



Fig C



Fig D



17 **COLOUR**
Logo Colour
(On Image)

When placed on imagery, the funding logos should appear in black against a light background image, or in white against a dark background image.



18 **COLOUR**
Logo Colour
(On Colour)

The black logo should be used on white or light coloured backgrounds. The white logo should be used on black or dark coloured backgrounds.

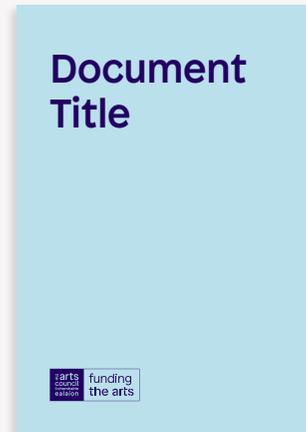
The logo can also be represented in colour. This colour should come from one of the main swatches used in a particular piece.

Examples of logo colour can be found on the following page.

Colour contrast should be considered to ensure there are no problems with legibility.



19 COLOUR
Logo Colour
(Examples)



20 **DOWNLOAD
FILES**

Click below to download the full suite of funding logos. When prompted, save the zipped file to a location on your computer that is convenient. Once the file has downloaded, extract the contents of the folder by selecting Extract All. The files are labelled to help select the appropriate ones for any given task.

